



Delivering with Customer Insights

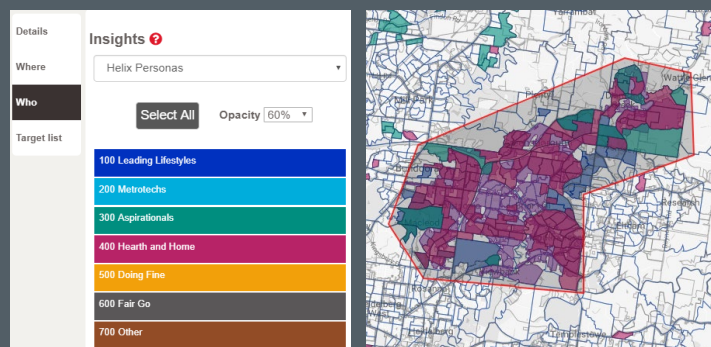


? Customer insight offers ways to more effectively reach your intended audience. You can locate and deliver promotional mail to a specific target market, customer segment or reach individuals who engage in an activity, share specific interests or values.



How it works

1. Select customer insight options
2. View your selected audience on the map
3. Target campaign delivery



Customer Insight Options

Helix Personas	Select from 56 Helix Personas® and 7 Communities to locate and view your target customers.
Activities and Interests	Activities and Interests by Roy Morgan Research, allows you identify areas of specific consumer behaviour to target customers more effectively.
Demographics	Demographics from the ABS Census allow you to target customers on age, gender and household income.



How might Customer Insights work for me?

Product/Service	Locate your ideal customer on the map
Tourism	Those with a high interest in and the means to travel
Financial services	Those looking to save, purchase or invest in their future
Entertainment and leisure	Target promotions based on audience age and interests
Baby clothing	Target new parents and families based on age, gender and family values
Renovations	Market your services to population segments that typically own 1 or more properties
Real Estate	Advertise in areas with property development opportunities and community growth
Utilities/communications	Advertise to consumers who are seeking a fairer deal